

## Message Text

UNCLASSIFIED

PAGE 01 ABU DH 02358 181024Z  
ACTION NEA-10

INFO OCT-01 EB-08 ISO-00 /019 W  
-----080196 181030Z /14

R 170822Z AUG 77  
FM AMEMBASSY ABU DHABI  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 6519  
AMEMBASSY JIDDA  
AMCONSUL DHAHRAN  
AMEMBASSY KUWAIT

UNCLAS ABU DHABI 2358

E O 11652: NA  
TAGS: BEXP, TC  
SUBJ: PROPOSED PENNSYLVANIA STATE IOGA TRADE MISSION

REFS: A) STATE 191396, B) ABU DHABI 2014

1. EMBASSY AND EMBASSY COMMERCIAL OFFICER DUBAI WOULD WELCOME PENN IOGA TRADE MISSION. HOWEVER, DUE TO FURNITURE AND FURNISHINGS EXHIBITION TO BE MOUNTED IN DUBAI FROM FEB 5 TO FEB 11, 1978 BY BRITISH FIRM FAIRS AND EXHIBITIONS (F&E) (SEE REF B), FEBRUARY MAY NOT BE MOST OPPORTUNE MONTH FOR FURNITURE TRADE MISSION. F&E SHOW IS LIKELY TO BE WELL-DONE AND WOULD DILUTE SIMULTANEOUS PENN EFFORT SIGNIFICANTLY. WE BELIEVE BEST TIME FOR PENN FURNITURE MISSION WOULD BE IN MID-JANUARY BEFORE F&E SHOW. HOWEVER, IF PENN MISSION CAN'T VISIT UAE IN JANUARY, BEFORE F&E SHOW, MARCH OR LATER WOULD ALSO BE ACCEPTABLE TIME FRAME - BUT BY THEN MANY OF THE BIG SALES MAY HAVE ALREADY BEEN MADE BY PARTICIPANTS IN THE F&E SHOW.

2. SUGGESTED MISSION THEME IS IDEAL FOR UAE. ALTHOUGH RATE OF NEW BUILDINGS STARTS HAS BEEN DOWN IN RECENT MOMTHS, THERE SHOULD NONETHELESS BE NUMEROUS BUILDING PROJECTS MEARING COM-  
PLETION EARLY IN 1978 WHICH WOULD PROVIDE A LARGE IMMEDIATE  
UNCLASSIFIED

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PAGE 02 ABU DH 02358 181024Z

MARKET FOR FURNITURE AND FURNISHINGS. PRODUCTS SUGGESTED REFTL WOULD ALL BE EXCELLENT.

3. ONLY REASON WE HESITATE TO ACCEPT FURNITURE/FURNISHINGS TRADE MISSION IN FEBRUARY IS CONFLICT WITH F&E SHOW. IF PENN CAN SELECT ANOTHER APPROPRIATE THEME, FEBRUARY WOULD BE FINE. PENN OFFICIALS SHOULD SEE FULL F&E SCHEDULE OF SHOWS (REF B) BEFORE

SELECTING ANOTHER THEME.

4. WE SUGGEST TWO FULL WORKING DAYS IN ABU DHABI AND TWO FULL WORKING DAYS IN DUBAI/SHARJAH FOR FURNITURE TRADE MISSION. TRAVEL BETWEEN ABU DHABI AND DUBAI CAN BE BY PLANE OR BY TAXI. THURSDAY/FRIDAY IS LOCAL WEEKEND. ONLY LOCAL HOLIDAYS EXPECTED IN FIRST FOUR MONTHS OF 1978 ARE THE PROPHET MOHAMMAD'S BIRTHDAYWHICH IS VARIABLE BUT SHOULD COME ABOUT FEBRUARY 19 OR 20 IN 1978, AND GREGORIAN NEW YEARS DAY (JAN 1). POST'S OBSERVANCE OF WASHINGTON'S BIRTHDAY CAN BE SHIFTED IF NECESSARY TO ACCOMODATE MISSION SCHEDULE. POST COULD ACCOMMODATE TRADE MISSION ANY TIME BEGINNING IN MID-JANUARY. AT PRESENT WE HAVE NO TRADE PROMOTION EVENTS SCHEDULED IN 1978.

5. WE UNDERSTAND THAT THERE HAS BEEN SOME DISCUSSION IN CAGNE OF MOUNTING A FURNITURE/FURNISHINGS TRADE MISSION TO THE GULF. WE DO NOT BELIEVE TWO FURNITURE MISSIONS WITHIN ONE-YEAR PERIOD WOULD BE EFFECTIVE HERE, SO IF PENN FURNITURE/FURNISHINGS MISSION VISITS UAE WE WOULD NOT BE PREPARED TO HOST USDOC MISSION OF SAME THEME UNTIL MID 1979.

6. WE RECALL WITH SOME DISCOMFORT THE EMBARRASSMENT CAUSED BY CANCELLATION OF PENN'S FALL '76 TRADE MISSION. IS PENN CONFIDENT OF BEING ABLE TO RECRUIT THE REQUIRED NUMBER OF PARTICIPANTS THIS TIME (SIX TO TEN FIRMS FOR UAE)?  
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PAGE 03 ABU DH 02358 181024Z

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NNN

## Message Attributes

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